BusinessPlan

McKenzie Tasty Civil Partnership

Hau Maksymilian

Wieczorek Klaudia

Jaźwińska Aleksandra

Sawicka Zuzanna



**1. General Provisions**

§1

The people listed above testify of the civil estlablishment of the company.

§2

The name of the company is McKeznie Tasty.

§3

The headquarters of the company is WARSAW.

§4

The company operates in Poland and only on its territory.

**2.Capital of the Company:**

§5

Basic capital of the company is 20000 pln (in words: twenty thousand pln).

§6

The people who are members of the company are committed to bring in 5000 pln each.

**3. The Company's Authorities**

§7

The company's board consists of the following people:

a)Maksymilian Hau

b)Klaudia Wieczorek

c)Aleksandra Jaźwińska

d)Zuzanna Sawicka

§8

Resolutions will be approved by the majority of votes.

§9

Each person of the board has one vote.

§10

All members are responsible for the profits and losses.

§11

The company will have commercial accounting in accordance with the Civil Code.

§12

The liquidation of the company is based on the Civil Code.

**4. Final Provisions:**

§13

The cases not regulated with this statute will be regulated by the Commercial Code.

**5.The Idea of the Company:**

§14

The subject of the company (the idea) is a dining activity or retail, in particular:

1. Production and selling of dining articles, produced by the copmany or another entity Promotion, b)designing of products and services done by the company or subcontrated

**The History of the „McKenzie Tasty”:**

The idea of the company was formed in heads nof four studnets of the warsaw university, who were fascinated by gastronomy. They wanted to expand their interests and open their first,own company. The aim of the company was to provide simple, homemade meals for clients who are always in a hurry and do not have time to make their own meals. They needed a place where they could have retail sales of ready meals, with a place to prepare them (example fry, bake, cook) and a restaurant where they the meals coukd be served in low prices. All the meals will be prepared on-site from fresh ingredients because their motto was ,,go for quality, not quantity". In the future they want to open some locals in warsaw which would link together ratail sales with a restaurant. The interior design will be simple to show trhe simplicity and perfectionism of the prepared meals. The served ingredients will not only be from poland, but an international accumulation of meals from around the world which are simple and delicious. The name of the company referes to the usa when their economy was brilliant, which is a bojcot to the bad current state of the country.

**Description of the Activity:**

,,Mckenzie tasty" offers retail sale of simple interntaional meals. They will be prepared on-site from the best fresh ingredients and also served in the resaturant which has a unique interior design. Additionaly ,,mckenzie tasty" offers fresh bread ( baked on-site) and drinks like compote, juice from fresh fruits or lemonade. Nowadays an important aspect is environmental protection thats why everything connected with the investment will be eco-friendly. Not only will the equipment be ecofriendly, but also meals will be prepared from ecological pruducts.

**The Market:**

The gastronomy market has divided. On one hand we have fast foods. On the other hand we have lunch bars which offer salads or sandwiches. In the second group we can additionaly buy newspapers, use the internet or do other things. The first group focuses on quick meals which are not very healthy and not eco-friendly. The lunch bars also do not offer good quality food - they offer too much at a time.

**The Main Rivals:**

,,Mckenzie tasty" due to the offered dishes does not have any direct competition. It is not alike any other company - thats why it is better. In the close surrounding there are only fast foods, which are not competitors for ,,mckenzie tasty" looking at the whole city our big competitor is ,,lazy housewife", which offers homemade meals, but he dont offer international food. However in our neighbourhood there is not any local offering this type of food.

 **Market Trends:**

The main market trend is that meals should be served quickly and available everywhere. The main features of gastronomy nowadays are: packages, which can be opened and closed many times; meals, which are easily digestable and give us energy. Another trend is provision of newspapers or the internet. This trend is not good because the client cant focus only on the food. There is also a trend for environmental protection, e.g. A smaller amount of packages or packages, which are biodegradable. There is a rising amount of natural ingredienst from ecological farms, but still this is very small.

**Conclusions:**

After getting to know the characteristic of the market and its analysis, the conclusions are following:

a),,Mckenzie Tasty" forms its own market group, uses good ideas from the other gropus, nut mainly focuses on its own ideas.

b) ,,Mckenzie Tasty" has an interesting form,it does not have a lot of competition because it offers only fresh products, for the needs of people and is placed where there are no such bars.

c),Mckenzie Tasty" goes on with the trends, it gives the client a choice of buying a ready-made meal or making it from half products. People can also eat the meal in a pleasant and quiet atmosphere.

d),,Mckenzie Tasty" offers a wide variety of meals for todays busy people. It offers universal packages which can be opened and closed many times which helps the food keep its full value features for a long time.

e),,Mckenzie Tasty" uses ingredient from eco-friendly farming and uses ecological solutions for packaging.

The structure of ,,mckenzie tasty" is based on standards, which have suceeded, so our investment is reliable.

 **Marketplace:**

Our main clients are young working people, students who dont have any time for preparation of meals, but they want easily degistable meals which will gove them energy for the whole day. Mt's offer is perfect for them, because it offers a wide variety of healthy dishes.

**Seasonality of Marketplace:**

The gastronomy functions throughout the whole year and gives a year-round flow of finances. The offer will be changed due to the seansons which will help the finnacial turnober.

**The Model:**

The clinets of ,,Mckenzie Tasty" will be regular people who will come back. The clients will have trust in the company and will tell theit friends to come and try. This is the best type of promorion because it doesnt cost anything, but to achieve this goal we have to do our best.

**Employment:**

The company wants to minimize the costs connected with enployment. They want to employ theit own people, but to create availability for the board, they plan to emply two people ...... With the wage of 1500 pln (gross)

**Characteristic of internal and external factors of the company:**

**a)External:**

* Competitors - by using new and very affordable form, which practically does not interfere with all forms available on the market, can defend from it
* Consumption - poles spend less money for meals. However, in many cases, it is caused overpaying and no conditions to prepare meals by themselves. ,,mckenzie tasty" offers good and nutritious meals in low prices, which do not need prepare.

**b)Internal:**

* Quality management - the main measure of the quality of our food will be the clients, who come back to our local. Quality will be very important for us and we will trying join it with care about the environment.
* Advertisement - pointing at young people we will try to reach them in the most proper way. Basic advertisement will be the recommendation our regular costumers, but we also are going to promote in the internet - mainly at popular websites like facebook, where we will try keep in touch with our clients and collect information about mt.

**SWOT Analysis of the „McKenzie Tasty”:**

|  |  |
| --- | --- |
| **Good Sides** | **Bad Sides** |
| * Introducing fresh products into the market
	+ using best organizational practises
* Match offers to modern young clients Dopasowanie oferty do współczesnego młodego klienta
* Quality of offerring meals
* Using eco-solutions
* All season selling market
* Saving at advertising
* Saving at personel
* Adapt to nowadays trends
* Close contact with costumers
* Location of local
 | * People are not used to being in that kind of locals
* Put advertising on renown
* High cost of ecological solutions
* High cost of local renting
* High cost of maintenance
* No experience
 |

|  |  |
| --- | --- |
| **Chances** | **Threats** |
| * Getting faithful customers
* Associating the company with with good product
* Attaching client with ,,Mckenzie Tasty"
* Ready model on development
* Creating a friendly mark for employee
 | * People have less money
* Associatin ,,McKenzie Tasty” only with a selling „
* Uncontrol increase of fast food
* Problems with availability properly products
 |

**Cost Calculation:**

**(Based on European Union under the Human Capital Operational Programme, Measure 6.2'Support and promotion of entrepreneurship and self-employment ")**

Grants from the Union - 20.000

Own money - 4x5.000 - 20.000

Equipment - 20.000

THE REVENUE

Restaurant business - 10.000

Organization of events - 12.000; 10.000 + 12.000 = 22.000 - influance

Price of renting per month - 10.000

Obligatory costs - 11.600

10.000 + 11.600 = 21.600

OBLIGATORY COSTS PER MONTH

\* net salary - 1.500

\* charges and bills:

- electricity - 350.00

- gas - 500.00

- water - 200.00

- telehone - 150.00

- garbage - 100.00

- other things - 300.00

\* purchase of goods - 8.500.00

Together - 11.600.00

MEALS:

- ready products - 1.000.00 (e.g. Dairy, bread, frozen foods)

- intermediates for the preparation of food - 1.300.00 (e.g. Dairy, vegetables, still and sparkling mineral water, cold meat, fats)

\* DRINKS

- alcoholic - 7.200.00 (e.g. Bear, wine, whisky, rum, gin, tequila, vodka)

- soft - 2.400.00 (e.g. Fruit juices, compote, still and sparkling mineral water, colored sodas)

- hot - 900.00 (different types of coffee and tea, hot chocolate)

\*DESSERTS:

- ready products - 500.00 pln (e.g. Cookies, cakes, ice creams, whipped cream, fruits)

- intermediates for the preparation of desserts- 700.00 pln (e.g. Fruits, jelly, flour products, delicacies, toppings, sprinkles)

\*SNACKS AND ETCETERAS

- ready - 300.00 pln (e.g. Chips, sticks, salty peanuts, deliciaces, fruits)

- intermediates for the preparation of salads - 200.00 pln

ALL THE COSTS TOGETHER - 14.500.00 pln

COSTS OF REPAIRING, MAINTENANCE AND OF PURCHASING EQUIPMENT:

\*REPAIRS AND MODERNIZATION OF OUR LOCAL - 6.500.00 pln

\*KITCHEN FURNITURE - 1.800.00 pln

\*BIG APPLIANCES (gas-electric cooker, refrigerator, freezer, freezer counter, dishwasher) - 5.400.00 pln

\*SMALL APPLIANCES (microwave, food processor, coffee express, teapot, cutter) - 1.600.00 pln

\*OFFICE EQUIPMENT (computer with software, laptop, bookcase, wardrobe, printer, scanner, fax, telephone with answering machine, office accessories, desk, swivel chair) - 7.800.00 pln

\*KITCHEN ACCESSORIES (dishes, pans, tableware, cutlery, glass) - 2.700.00 pln

\*BAR FURNITURE (bar counter, high chairs, cash register) - 3.200.00 pln

\*RESTAURANT FURNITURE (tables, chairs, hangers) - 19.000.00 pln

ALL THE COSTS TOGETHER - 48.000.00 pln

**The Menu:**

**Soups:**

* Borscht
* Vegatable soup
* Bean soup
* Cucumber soup
* Tomato soup
* Broth
* Soup with sausage

**Pancakes**

* Pancakes with cottage cheese
* Pancakes with strawberries
* Pancakes with vegetables
* Croqut

**Duplings:**

* Dumplings
* Dumplings with plums
* Potato dumplings
* Dupmlings with strawberries

**Meat:**

* De volaille
* Turkey
* Turkey stew
* Schnitzel
* Chicken leg
* Chicken breast
* Cutlets
* Beef stew
* Strogonov
* Cecils
* Spagetti bolonages

Written by M.Hau

Translated by A.Jazwinska

Cost Calculation by K.Wieczorek

Menu by Z.Sawicka

Logo designed by M.Hau